

## Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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R 040436Z MAR 76

FM AMEMBASSY NEW DELHI

TO USDOC WASHDC

SECSTATE WASHDC 4414

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

UNCLAS SECTION 1 OF 2 NEW DELHI 3267

E.O. 11652: N/A

TAGS: BEXP,IN

SUBJECT: PRELIMINARY REPORT - U.S. SCIENTIFIC, INDUSTRIAL AND  
MEDICAL INSTRUMENTS CATALOG EXHIBIT AT NEW DELHI,  
FEBRUARY 24-27

SUMMARY: EMBASSY GAVE INTENSIVE BUT PRIMARILY SELECTIVE PUBLICITY TO INSTRUMENTS CATALOG EXHIBITION REACHING APPROXIMATELY 1100 FIRMS/INSTITUTIONS BY LETTER. PRESS CONFERENCE AND ENSUING SYMPOSIUM/CATALOG EXHIBITION RECEIVED WIDE AND FAVORABLE PRESS COVERAGE. ITR PARTICIPATION AND USIS COOPERATION WERE EXCELLENT.. TOTAL ATTENDANCE DURING FOUR DAY EVENT EXCEEDED 1100. WHILE THE RESPONSE IN TERMS OF THE NUMBER OF RECORDED BUSINESS INQUIRIES WAS NOT AS HIGH AS EXPECTED, EXHIBITION GENERATED AN ENCOURAGING DEGREE OF ENTHUSIASM AND INTEREST THAT MAY LEAD TO FURTHER BUSINESS INQUIRIES AS WELL AS TRADE OPPORTUNITIES IN THE NEAR FUTURE. EMBASSY NOW IN PROCESS OF EVALUATING THE BUSINESS INQUIRIES IN HAND AND PREPARING REPLIES TO PARTICIPATING U.S.

FIRMS. IT WILL BE AT LEAST TWO MONTHS, HOWEVER, BEFORE FULL IMPACT OF CATALOG EXHIBITION CAN BE ACCURATELY ASSESSED. END SUMMARY.

1. PUBLICITY: EMBASSY SENT LETTER INVITATIONS TO APPROXIMATELY

470 KEY INDIVIDUALS TO ATTEND SYMPOSIUM/CATALOG EXHIBITION,  
AND TO AN ADDITIONAL 600 INDIVIDUALS TO ATTEND CATALOG EXHIBITION  
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ONLY. TOTAL NUMBER OF KEY INDIVIDUALS IN INSTRUMENTATION AREA

CONTACTED BY DIRECT MAILING WAS 1070. IN ADDITION, NORTH INDIA BRANCH OF IACC PUBLICIZED EVENT WIDELY AMONG ITS MEMBERSHIP. ON FEBRUARY 22, EMBASSY PLACED 15 CMS X2 COLUMN ADVERTISEMENT IN LEADING NORTH INDIAN DAILY (CIRCULATION 180,000), AND HELD PRESS CONFERENCE FEBRUARY 23 TO FOLLOW UP ON USIS PRESS RELEASE ISSUED ON FEBRUARY 20. PRESS RELEASE-CUM-PRESS CONFERENCE RESULTED IN ADDITIONAL PUBLICITY ON FEBRUARY 24 IN TWO LARGE-CIRCULATION ENGLISH DAILIES AND FIVE VERNACULAR LANGUAGE DAILIES. ENGLISH DAILY, ECONOMIC TIMES, IN ADDITION TO PUBLICIZING PRESS CONFERENCE SENT SPECIAL CORRESPONDENT TO COVER FEBRUARY 24 SYMPOSIUM AND TO INTERVIEW ITR, PETER BRENNAN. THIS RESULTED IN TWO MORE ARTICLES FEBRUARY 25 AND 27 RESPECTIVELY, WHICH WERE FAVORABLE TO U.S. TRADE PROMOTION OBJECTIVES.

2. INAUGURAL RECEPTION (EVENING FEBRUARY 23)- COMMERCIAL COUNSELOR HOSTED RECEPTION AT VENUE OF CATALOG EXHIBITION (AMERICAN LIBRARY) DURING WHICH 60-70 KEY INDIAN OFFICIALS/BUSINESSMEN HAD THEIR FIRST EXPOSURE TO CATALOGS ON DISPLAY AND TO ITR, PETER BRENNAN.

3. SYMPOSIUM (FEBRUARY 24)- EMBASSY ORGANIZED SYMPOSIUM ON TWO SEPARATE TOPICS A) "SCIENTIFIC, INDUSTRIAL AND MEDICAL INSTRUMENTS CURRENT STATE OF THE ART " (MORNING SESSION), AND B) "FUTURE TRENDS IN INDUSTRIAL TECHNOLOGY: INDUSTRIAL PROCESSING EQUIPMENT" (AFTERNOON SESSION). IN ADDITION TO ITR, FOUR EMINENT INDIAN SPEAKERS PARTICIPATED IN THE SYMPOSIUM DURING WHICH AT LEAST HALF

THE TIME WAS DEVOTED TO ANSWERING QUESTIONS FROM THE AUDIENCE AND, IN SOME CASES, INVITING AUDIENCE MEMBERS TO SPEAK BEFORE THE GROUP. THE MORNING SESSION DREW APPROXIMATELY 165 INDIVIDUALS THE AFTERNOON SESSION, APPROXIMATELY 125. ADJUSTING FOR FACT THAT 60 INDIVIDUALS ATTENDED BOTH SESSIONS, NET NUMBER OF SEPARATE INDIVIDUALS WHO ATTENDED SYMPOSIUM TOTALED APPROXIMATELY 230 OR 50 PERCENT OF TOTAL NUMBER INVITED. MOST OF ATTENDANTS TOOK ADVANTAGE OF COFFEE/LUNCH BREAKS TO EXAMINE CATALOGS ON DISPLAY AND TO HOLD FURTHER DISCUSSIONS WITH THE ITR.

4. CATALOG EXHIBITION (FEBRUARY 25-27)- EMBASSY FORMALLY

OPENED CATALOG SHOW TO THE PUBLIC FEBRUARY 25-27, DURING UNCLASSIFIED

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WHICH APPROXIMATELY 800 (NOT ADJUSTED FOR REPEAT VISITS) ATTENDED AND INSPECTED THE CATALOGS. OF THIS NUMBER WE ESTIMATE THAT 600 WERE RESPONSES TO THE LETTER INVITATIONS WE SENT OUT, OR 60 PERCENT - 65 PERCENT OF THOSE WHO WERE SPECIFICALLY INVITED. 140 BUSINESS INQUIRY FORMS WERE COMPLETED AND SUBMITTED

TO THE EMBASSY, WITH A PROMISE OF 10 MORE TO BE SENT BY MAIL. EMBASSY ALSO ARRANGED FOR SPECIAL SCREENING OF FIVE MEDICAL

INSTRUMENTS/FILMS DAILY OVER THE SAME PERIOD, TO WHICH 104 ATTENDED (35 PERCENT RESPONSE TO SPECIAL LETTER INVITATION). THESE FILMS WERE SENT BY USIA WASHDC AT OUR REQUEST AND PROVED QUITE VALUABLE TO A VERY SELECT AUDIENCE. DURING THIS PERIOD, ITR HELD 15 SEMI-FORMAL INTERVIEWS AT REQUEST OF SPECIFIC INDIVIDUALS, AND NUMEROUS OTHERS ON AD-HOC BASIS ON CATALOG EXHIBITION FLOOR. IN SUMMARY, ATTENDANCE AT EXHIBITION/ AUDIO-VISUAL PRESENTATION TOTALED APPROXIMATELY 900, AND RESULTED IN APPROXIMATELY 150 RECORDED BUSINESS INQUIRIES. WE ARE CURRENTLY IN THE PROCESS OF

SORTING OUT THESE INQUIRIES BY TYPE OF BUSINESS INTERES, AND WEEDING OUT THOSE WE JUDGE TO BE SPURIOUS.

5. ITR PARTICIPATION - PETER BRENNAN'S ACTIVE AND FULL PARTICIPATION PROVED ESSENTIAL IN MAKING THIS EVENT THE SUCESS IT WAS. HIS KNOWLEDGE OF THE INSTRUMENTATION INDUSTRY AND FAMILIARITY WITH US BUSINESS AND THEIR REQUIREMENTS FOR SERIOUS CONSIDERATION OF FOREIGN BUSINESS PROPOSALS ELICITED AN ENTHUSIASTIC, SERIOUS AND TECHNICALLY-ORIENTED RESPONSE FROM AN IMPORTANT SEGMENT OF THE INSTRUMENTATION TARGET GROUP. ONE OF THE HIGHLIGHTS OF PETER BRENNAN'S STAY HERE IN NEW DELHI WAS A CALL ON THE DIRECTOR OF THE DEPARTMENT OF SCIENCE AND TECHNOLOGY, DR. R.D. DESHPANDE. ENSUING DISCUSSION FOCUSED ON TWO MAIN THEMES; A) INDIAN POOL OF SKILLED AND INEXPENSIVE LABOR ALLOWED FOR MORE SERIOUS CONSIDERATION OF THE POSSIBILITIES OF HIGH-TECHNOLOGY ORIENTED U.S. FIRMS COMING IN TO MANUFACTURE SOPHISTICATED ELECTRONIC COMPONENTS, PARTICULARLY COMPUTER SOFTWARE FOR THE US MARKET,

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B) THE GOI IS THE PRIMARY END-USER OF INSTRUMENTATION EQUIPMENT, AND THE DEPARTMENT OF SCIENCE AND TECHNOLOGY IS ONE OF THE MORE IMPORTANT GOI AGENCIES EMPOWERED WITH THE AUTHORITY TO ALLOCATE SUBSTANTIAL SUMS OF FREE FOREIGN EXCHANGE FOR THE IMPORT OF INSTRUMENTATION EQUIPMENT. THEME (A) WOULD NECESSARILY INVOLVE US TECHNICAL COLLABORATION AS WELL AS EXPORT OF MANUFACTURED EQUIPMENT. THEME (B) CARRIES WITH IT THE POTENTIAL FOR EXPANDED U.S. EXPORTS OF VARIOUS TYPES OF INSTRUMENTS. GIVEN OUR EXPERIENCE WITH PETER BRENNAN, WE EMPHATICALLY ENDORSE THE PARTICIPATION OF ITRS IN SUCH TRADE PROMOTION EVENTS, ESPECIALLY THOSE OF PETER BRENNAN'S CALIBRE. WE ALSO URGE THE DEPARTMENT TO GIVE SERIOUS CONSIDERATION TO THE POSSIBILITY OF PROVIDING AN ITRT TO ALL FOUR POSTS HERE IN INDIA IN ANY FUTURE CATALOG EXHIBITIONS.

6. ROLE OF USIS/NEW DELHI - THE FULL COOPERATION AND EXPERTISE OFFERED BY USIS ASSURED THAT THE CATALOG SHOW WAS PRESENTED IN THE MOST PROFESSIONAL MANNER POSSIBLE. IN ADDITION TO THE LOBBY SPACE PROVIDED IN THE AMERICAN LIBRARY, USIS OFFERED LOGISTICAL SUPPORT FOR THE RECEPTION, SYMPOSIUM AS WELL AS THE THREE-DAY EXHIBITION. USIS ALSO GAVE ADVICE ON HOW BEST TO ARRANGE FOR THE PRINTING OF THE DIRECTORY, AND PARTICULARLY THE PAMPHLETS IN CONNECTION WITH THE SYMPOSIUM AND SCREENING OF MEDICAL INSTRUMENT FILMS. THE NUMEROUS COMPLIMENTS RECEIVED FROM ATTENDANTS TO THE SYMPOSIUM/CATALOG EXHIBITION ATTEST TO USIS VALUABLE CONTRIBUTION. IT GOES WITHOUT SAYING THAT THE EXPERTISE AND DEDICATION OF THE

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COMMERCIAL STAFF DIRECTLY RESPONSIBLE UNDERLAY THE SUCCESS OF THIS EVENT.

7. COMMENT: WHILE THE QUALITY OF THE RESPONSE TO THE CATALOG EXHIBITION LEFT SOMETHING TO BE DESIRED (E.G., ONLY 150 BUSINESS INQUIRIES), THERE CAN BE LITTLE DOUBT ABOUT THE ENTHUSIASM AND INTEREST IN WHAT THE EVENT HAD TO OFFER. THE MAIN PROBLEM APPEARS TO HAVE BEEN THE GENERAL UNPREPAREDNESS ON THE PART OF MANY OF THE ATTENDANTS FOR THE RELATIVE SOPHISTICATION OF THE EXHIBITION. IT WAS NEVERTHELESS EVIDENT THAT THERE IS SIGNIFICANT POTENTIAL FOR US MARKET PENETRATION IN THE INSTRUMENTS AREA - PROVIDED INTERESTED US FIRMS ARE PREPARED TO PERSEVERE OVER THE SHORT TERM. (FOR EXAMPLE, ONE LOCAL AGENT OF US FIRM PARTICIPATING IN CATALOG EXHIBITION HERE TOOK INITIATIVE TO WORK ALONG SIDE EMBASSY STAFF AND DISTRIBUTE A BUSINESS INQUIRY FORM TO PRESPECTIVE CUSTOMERS. HE RECEIVED 45 SERIOUS INQUIRIES THAT COULD LEAD TO SIGNIFICANT BUSINESS FOR HIS U.S. PRINCIPALS. THIS IS A CASE WHERE THE U.S. FIRM HAD CAREFULLY CHOSEN A YOUNG, CAPABLE AND AGGRESSIVE AGENT TO REPRESENT ITS INTERESTS IN INDIA.) ONE BRIGHT SPOT WAS THE ENCOURAGING TURN-OUT OF KEY GOI

OFFICIALS/PRIVATE SECTOR BUSINESSMEN. THERE ARE INDICATIONS EVEN NOW THAT WE MAY RECEIVE MORE FIRM INQUIRIES AND POSSIBLY GENERATE SOME TRADE OPPORTUNITY REPORTS IN THE NEAR FUTURE AS A RESULT OF THIS EXHIBITION. WE ARE NOW IN THE PROCESS OF EVALUATING THE BUSINESS INQUIRIES IN HAND AND PREPARING APPROPRIATE REPLY TO THE 200-ODD US FIRMS THAT PARTICIPATED IN THIS EXHIBITION. IT WILL BE SEVERAL MONTHS, HOWEVER, BEFORE WE CAN ACCURATELY ASSESS THE FULL IMPACT OF THE CATALOG EXHIBITION IN NORTHERN INDIA. ONE THING TO KEEP IN MIND IN DECIDING WHETHER TO HAVE AN INSTRUMENTS TRADE MISSION IS THAT INDIAN BUSINESS LEADERS ARE PLANNING TO HOST A WORLD INSTRUMENTATION SYMPOSIUM/ INTERNATIONAL TRADE EXPOSITION (WISITEX 76), NOVEMBER 22-26, 1976, IN NEW DELHI. WHEN THE CONVENOR OF WISITEX 76, DR. Y.L. ARORA, VISITED CATALOG EXHIBITION TO DISCUSS MATTER WITH PETER BRENNAN, HE WAS CAUTIONED NOT TO EXPECT MUCH OF A RESPONSE FROM U.S. INSTRUMENTATION INDUSTRY BECAUSE OF THE VERY SHORT NOTICE, AS WELL AS THE FACT THAT THE INSTRUMENT SOCIETY OF AMERICA WAS PLANNING THEIR OWN EXPOSITION IN NOVEMBER, 1976 IN HOUSTON, TEXAS. WHEN BRENNAN LEARNED THAT USDOC MAY SPONSOR A TRADE MISSION TO COINCIDE WITH WISITEX 76, HOWEVER, HE EXPRESSED

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CAUTIOUS OPTIMISM OF A MODEST U.S. INDUSTRY RESPONSE. WE, HOWEVER, REMAIN HESITANT TO RECOMMEND A TRADE MISSION UNTIL WE HAVE A BETTER ASSURANCE THAT THE GOI WOULD GIVE PRIORITY TO THE ALLOCATION OF FOREIGN EXCHANGE FOR THE IMPORT OF THIS TYPE OF EQUIPMENT. SAXBE

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## Message Attributes

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